priority weigthing of time to expiry priority weigthing of population size

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		priority	size of			size of	priority from		gender	location	ocupation
	time to expiry	from	initial	consumed	pending	targeted	targeted	priority	assigned	assigned	assigned
name	(in hrs)	duration	campaign	campaign	campaign	segment	segment	value	multiplier	multiplier	multiplier
brand 9	11	3	7.500	500	7.000	1,000	2	2.774	1,2	1,4	1,3
brand 1	35	9	15.000	5.000	10.000	2.000	4	1.474	1,5	1,4	1,3
brand 2	45	12	11.000	500	10.500	3.000	6	1.145	1,4	1,5	1,3
brand 5	20	5	4.000	2.000	2.000	4,000	8	291	1,3	1,4	1,5
brand 6	25	7	7.000	4.000	3.000	10.000	21	216	1,4	1,3	1,2
brand 10	33	9	2.700	1,300	1.400	3.500	7	173	1,4	1,2	1,5
brand 7	30	8	8.000	5.000	3.000	15,000	32	152	1,2	1,3	1,4
brand 3	55	15	2.000	1.500	500	2.000	4	53	1,2	1,5	1,4
brand 8	55	15	4.500	4.000	500	5.000	11	40	1,5	1,3	1,2
brand 4	65	17	1.500	1.450	50	2.000	4	5	1,3:	1,2	1,5
	374	•	N			47.500	v				

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age													
assigned										an an ari ki in	land	ád	selection
multiplier	lier targeted segment				actual answers					score	card		
1,5	male	attica	lawyer	35-45	35-45	məle	attica	lawyer	1,2	1,4	1,3	1,5	3,3
1,2	female	crete	student	15-25	35-45	male	attica	lawyer	1,0	1,0	1,0	1,0	1,0
1,2	male	macedonia	marketeer	25-60	35-45	male	attica	lawyer	1,4	1,0	1,0	1,0	1,4
1,2	male	thessaly	farmer	30-50	35-45	male	attica	lawyer	1,3	10	1,0	1,0	1,3
·			weitress	20-30	35-45	male	attica	lawyer	1,4	1,0	1,0	1,0	1,4
1,5	male	ionian			\$		attica	lawyer	1.4	1,0	10	1,0	1,4
1,3	male	rhodes	hotelier	35-60	35-45	male				·			
1,5	male	peloponese	student	15-25	35-45	male	attica	lawyer	1,2	1,0	1,0	1,0	1,2
1,3	male	attica	driver	25-45	35-45	male	attica	lawyer	1,2	1,5	1,0	1,0	1,8
1,4	female	attica	dancer	15-35	35-45	male	attica	lawyer	1,0	1,3	1,0	1,0	1,3

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